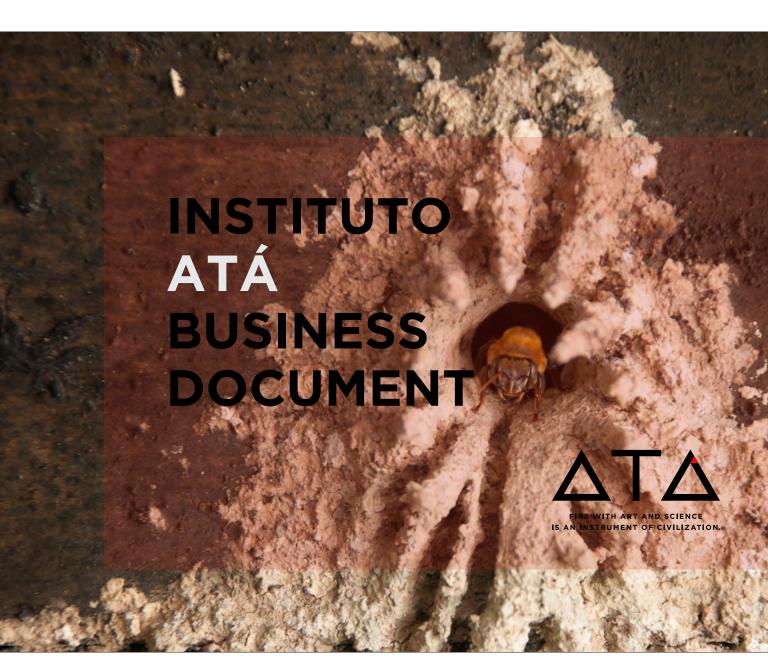
### INSTITUTO ATÁ

www.institutoata.org.br





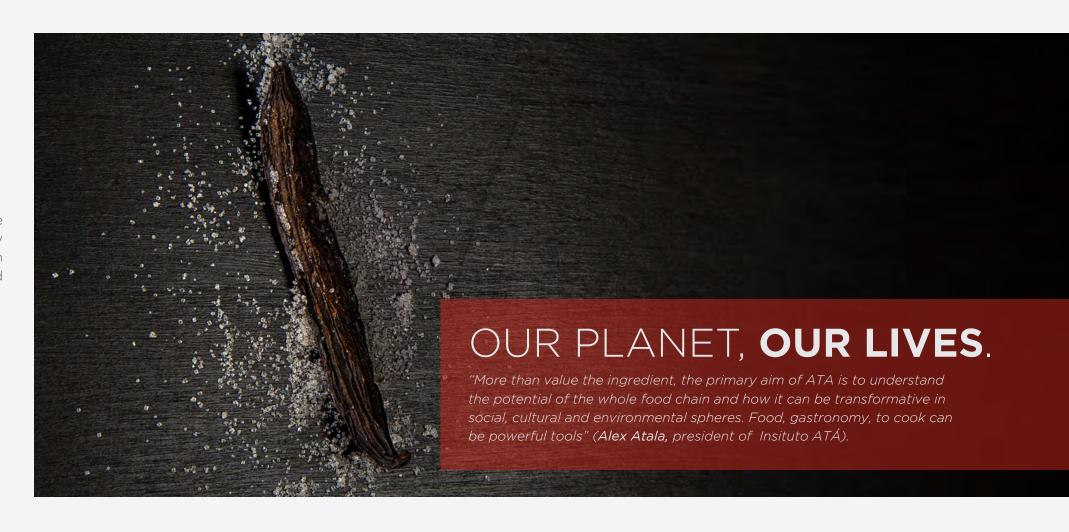
# THE BIGGEST SOCIAL MEDIA OF THE PLANET IS FOOD

### Connecting the world

There is no greater tool in the world, that joins people of all social classes, that impacts and is part of everyday life. Food is the medium that unites us. The food has an infinite capacity and social can help transform lives and realize dreams.

### The food is culture way

The food is an intangible, but changeable assets of socieadade. She crosses centuries, trends and behaviors. Each place, its culture and its ingredient. For us the ATA food is directly linked to the culture of man, from the Stone Age to the newest technological trends.





### **OUR** EXPERT **TEAM**

The ATÁ team is composed of professionals from various sectors of the Brazilian economy.

The Insitute is now composed of board members, volunteers and employees who are present in the projects and work of ATÁ. In every job there is a technique for the correct development of team activities. Besides chefs are entrepreneurs, students, professionals, environmentalists, engineers, agronomists and other professionals.



ALEX ATALA

Our leader and president. Founder of the Institute based on years of working cook and chef. Has presented the cuisine and culture of Brazil at the world through their work.



BETO RICARDO

Anthropologist, coordinator of the Rio Negro program and member of the Socioenvironmental Institute (ISA).



ATÁ TEAM

All official board of the ATÁ Institute.



MAURÍCIO AMARO

CEO of TAM Empreendimentos e Participações S.A. and chair of the Conselhos de Administração da Multiplus S.A. (subsidiary of TAM S.A.) and of TAM Aviação Executiva e Taxi Aéreo S.A.. Founding partner of MIE Brasil and Delicari.



### RICARDO GUIMARÃES

President and founder of Thymus Branding, consultancy that has supported major cases of big brands such as Natura, Banco Real, Vivo and others.



### FOOD IS LIFE

39.000 tons of food are wasted every day in Brazil, which are enough to feed 19 million Brazilian.

- feeling hungry everyday;
- At least 1 billion people suffer from malnourishment:
- Almost 30% of the world's population suffer from obesity;
- 1 out of 8 people in the world go to sleep Small local producers are giving up agriculture due to the hard competition of the industrial farms:
  - Fishermen are giving up fishing.









### FOCAL POINTS

### **Nature and its biodiversity**

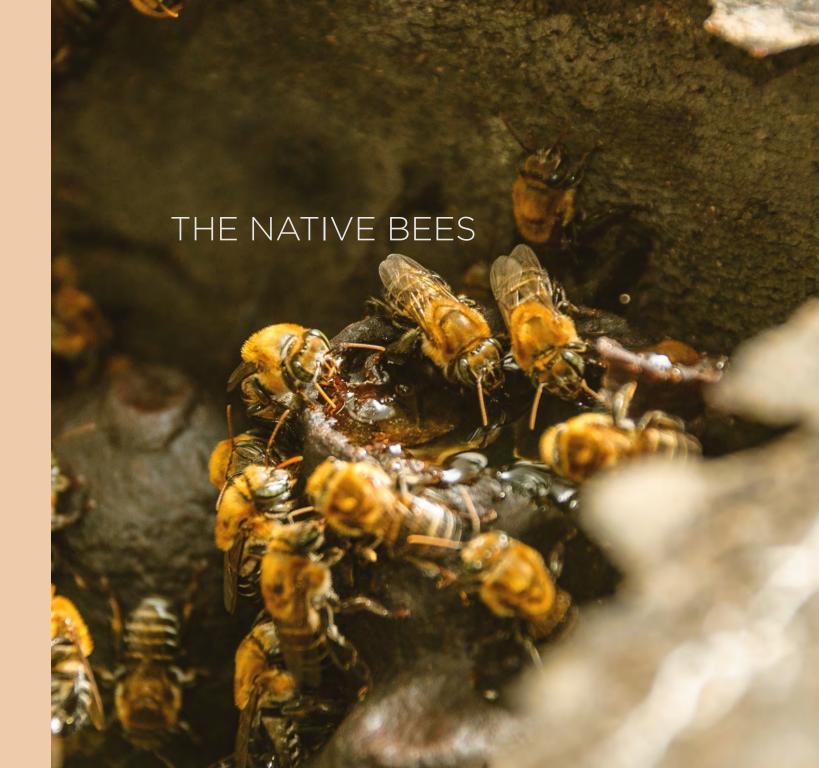
Nature is rich in biodiversity. Each place, each country, each has its weather elements that permeate and are part of a unique ecosystem. Understanding how this works is able to exploit correct, clean and secure way the planet's biodiversity.

### The small producer

Value and understand how the small producer is important to keep the food chain is one of our main goals for work. Family production is directly linked to the traditions and culture of a country and a region.

### The research on Brazilian ingredients

Brazil also has a potential to be found worldwide. The wealth of ecosystems spread into regions, where each is an oasis of unknown products and ingredients. Our challenge is to find them, search them and develop livelihood for the region.



# OUR **REALITY AND** PROJECTS PARTNERS

### Research + Encouranging the use of Brazilian Ingredients.

Giving value to and protecting our rich biodiversity and expanding the portfolio of local products to chefs and consumers.

#### Insects

The use of insects in gastronomy is an important alternative for the food production market in the world. Land and water are becoming scarce. It's already reality at D.O.M. Restaurant: the pineapple with ant dish is part of the tasting menu. The sourcing of ants is done in partnership with the fishing communities of São Gabriel da Cachoeira, Amazon Award winning Brazilian and foreign chefs were inspired by Alex Atala's work with insects and are now also serving insects on their tasting menus. As an example of that, we have chef René Redzepi, from restaurant Noma, in Denmark (currently ranked number one on The World's 50 Best Restaurants)



Codium Algae

A type of algae found in Brazil and we are exploring and use in dishes.



**Vanilla Chamissonis**One of the species of the Brazilian Cerrado Vanilla thar we are studying.

### Native Bees' Honey

One of the priorities of ATA is the amendment of the national legislation which excludes the honey produced by national bees as a commercial product. Our aim is to have this product legalised and thus properly extracted and marketed in Brazil.

### Brazilian Mushrooms + Inpa

Research and cataloguing of the edible mushrooms in partnership with INPA -Manaus, Amazon. We have started researches with a few species.

#### Wild Vanilla

Vanilla pods of 20 cm (7,9 inches) and a strong perfume and Domestication of the wild vanillas and organisation of family farms around the cerrado area generating an income

# OUR **REALITY AND** PROJECTS PARTERNS

## Research + Encouranging the use of Brazilian Ingredients.

#### **Municipal Market of Pinheiros**

We started a project that facilitates the access of small producers and sales men to the empty stalls of the market with the aim of strengthening the diversity of Brazilian gastronomy at the workplace, and bringing closer producers and consumers. This is a partnership with the City Council.



**Municipal Market of Pinheiros** 

A type of algae found in Brazil and we are exploring and use in dishes.



**Reality ATÁ + Waves4Water**One of the species of the Brazilian Cerrado Vanilla thar we are studying.

### Reality ATÁ + Waves4Water

The project has taken potable water to more than 100.000 people around the world. We are part of the Brazilian team, which has benefited more than 20.000 in the impoverished community of Jardim Gramacho in the Rio de Janeiro city. Thus properly extracted and marketed in Brazil.

#### Amazon

200 water filters distributed to indigenous communities of the Alto do Rio Negro region, benefiting 20.000 people.

#### Baniwa Pepper

A mix of 12 varieties of pepper, made from a recipe passed down from generation to generation by an indigenous community living by the Içana River (Amazon) -1600 km from Manaus. For the first time in Brazil we have designation of origin and total traceability of products

The construction of 2 "pepper houses" to enable the community to work properly and professionalise their Baniwa pepper production.





### **OUR** PROJECTS

### **Gastromotiva + Judicial System**

Gastronomy courses are given to inmates of the penitentiaries of the State of Sao Paulo: theoretical and practical lessons, citizenship practices, communication at the work environment and personal development classes. Partnership with the organization Gastromotiva, for gives the opportunity of social and economical reintegration. Today more than 70 inmates have benefited from the course, 4 inmates managed to get partial release to participate in the regular course and 1 inmate is already employed.

#### Associação Beneficente Santa Fé - São Paulo City

NGO looking after children who have suffered physical and sexual violence.

### Buscape Project -Boiçucanga - Sao Paulo State

Project that promotes education through art and takes care of children and teenagers living in dangerous environments.

### Nursing Home Lar dos Idosos de Miracatu - Vale do ribeira - Sao Paulo State

Fundraising for renovation and expansion of the entity.



### **OUR BRANDS**

Brand that incentive the growing and fairer commercialization of ingredients produced by local farmers.



#### **Retratos do Gosto**

Alex Atala, a brand partner, donates his 25% profit with the sales to the original area of production to be used in researches. Atuality we have: 13 products launched in partnership with small producers; Partnership with 7 renowned chefs; Sold in 100 locations around the country, which facilitates the interface between producers and final consumers and Social Responsibility in Gastronomy award from Prazeres da Mesa magazine.





# OUR IMPACTS RESUME

### Waves

- . We benefit 20.000 people with clear water in Rio de Janeiro.
- . 200 water filters distributed to indigenous communities of the Alto do Rio Negro region, benefiting **20.000 people**.

#### **Gastromotiva + Judicial System**

- . More than **70 inmates** have benefited from the course
- . 4 inmates managed to get partial release to participate in the regular course
- . 1 inmate is already employed

### **Baniwa Pepper**

- . Construction of 2 "pepper house" to create the correctly work station
- . Sale of 2.668 Baniwa Pots, resulting in **\$ 45.000,00** for the community
- . Aonation of the Institute and Alex Atala valued at \$ 25.000,00

#### Galinhada

. More than **1.500** portions have been served.

#### **Retratos do Gosto**

. Improved production quality and consequently in social development of more than **1,000,000** people directly and indirectly.



### **OUR OFFER**

List of actions involving this proposal by the Instituto ATÁ

- 1. Use of the sponsor's brand on our social networks.
- 2. Identification brand on our website.
- 3. Promoting partnership through to projects that are developed.
- 4. Signature branded videos that engage in projects of ATA.

"The relation between man an the food must be revised. We need to bring closer knowledge and eating, eating and cooking, cooking and producing, producing and nature, working in the whole value chain, aiming to strengthen the territories from their biodiversity, agrodiversity and sociodiversity, to ensure good food to all and to the environment."



# THE INVESTMENT AND APPLICATIONS

#### **Investiment**

The investment would **1.200.000,00 EUR** for a support and a 24-month contract with ATÁ Institute respecting the terms of partnership. With exclusive support according to the sponsor's brand.

### **Applications and research**

All resources support will be implemented in ATÁ Insitute for the financing and development of research projects and activities that are part of the scope of the Insitute, as some have already been presented in this document.





# OUR INVESTMENT DIVISION

| PROJETCS                       | IN PERCENTAGE | IN EURO    | IN BRAZILIAN REAIS |
|--------------------------------|---------------|------------|--------------------|
| Retratos do Gosto              | 5,33%         | €49535,60  | R\$160.000,00      |
| Gastronomy in prisons          | 1,33%         | €12383,90  | R\$40.000,00       |
| Special Rice of Paraíba Valley | 3,33%         | €30959,75  | R\$100.000,00      |
| Jequitaia, a Baniwa Chilli     | 3,33%         | €30959,75  | R\$100.000,00      |
| Water Filters                  | 2%            | €18575,85  | R\$60.000,00       |
| Honey of Native Bees           | 13%           | €123839,01 | R\$400.000,00      |
| Pinheiros Municipal Market     | 6,67%         | €61919,50  | R\$200.000,00      |
| Against the food waste         | 1,33%         | €12383,90  | R\$40.000,00       |
| Cerrado Vanilla                | 5,33%         | €49535,60  | R\$160.000,00      |
| Research Special Projects      | 4%            | €37151,70  | R\$120.000,00      |
| Special Projects               | 4%            | €37151,70  | R\$120.000,00      |



# OUR OTHER **DEMANDS**

### **Projects**

Among the projects that will happen over the next two years, we made a division of the amount between them. To make this we considered: the importance of each for the ATA INSTITUTE, the size of the project and the facility of fundraising for each of them.

The estimated amount does not cover all the costs of any of these projects. Our proposal is that BMW would be one of the funders of the projects.

A total investment of 50% of the contribution to begin the realization of projects submitted in the document. All indicated resources have real values necessary for the beginning and maintenance of each project.

The remaining 50% will be allocated to sustain the activities of the institute as sponsorships, events, lectures and other specific projects. Besides the legal, accounting maintenance, auditing specialized, skilled labor contracting, production of communication materials and videos of each project.

"MORE THAN VALUE THE INGREDIENT, THE PRI-MARY AIM OF ATA IS TO UNDERSTAND THE POTENTIAL OF THE WHOLE FOOD CHAIN AND HOW IT CAN BETRANSFORMATIVE IN SOCIAL. CULTURAL AND ENVIRONMENTAL SPHERES. FOOD, GASTRONOMY, TO COOK CAN BE POW-ERFUL TOOLS."

ALEX ATALA

